

Attorney's Docket No.: 42390.P18224

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re the Patent Application of:

Vladimir Pentovski

Application No.: 10/813,942

Filed: March 30, 2004

Title: Improving Store Performance

Assistant Commissioner of Patents Washington, D.C. 20231

Examiner: Schlie, Paul W.

Art Unit: 2186

<u>AMENDMENT</u>

Sir:

In response to the Office Action, mailed April 6, 2006, Applicant submits this Amendment for consideration.

Please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims, which begins on page 2 of this paper.

Remarks/Arguments begin on page 9 of this paper.

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail with sufficient postage in an envelope addressed to Mail Stop ____, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below. By: _____ Date: ____October 6, 2006 _____